



# OFFICIAL PROGRAM

*And a Brief History of Winnipeg*

**COMPLETE PROGRAM FOR  
THE CELEBRATION WEEK  
SUNDAY, JUNE 5 TO JUNE 11**



THE

Bay

Hudson's Bay Company.

INCORPORATED IN CANADA



## The BAY Salutes WINNIPEG

—Glad to have had the privilege of serving this growing community from its birth to its Diamond Jubilee.

Jubilee visitors are invited to the BAY while in Winnipeg to see our excellent assortments of Imported Woollens, English China, Furs and famous Hudson's Bay "Point" Blankets.

### BAY SERVICES

Parcels and Clock Checking—Second Floor.  
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Tourist Information—Main Floor.  
Parking Lot—Rear of Store.  
Historical Exhibit—Fourth Floor.

### WHERE TO EAT

There are four places to eat in the store—

Georgian Room—Fifth Floor.  
Calendar Room—Fifth Floor.  
Snack Corner—Main Floor.  
Jolly Canuck—Bay Basement.

The BAY will deliver to your hotel—  
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Hudson's Bay Company.

INCORPORATED 27 MAY 1870

SERVING CANADA FOR 279 YEARS

# *A Message from the Mayor - -*



ON the occasion of Winnipeg's celebration of its 75th anniversary as an incorporated city, I extend to all visitors a most hearty and cordial welcome.

As you will note by this programme which has been prepared and publicized by the Sales and Advertising Club of Winnipeg, many committees of citizens have been doing a grand job in planning a series of events running throughout the whole week and covering every conceivable range of entertainment, recreation and pageantry.

It is my earnest wish that you should enjoy these events to the utmost, and my sincere hope that you will find your stay in Winnipeg pleasant and memorable.

Yours sincerely,

*Garnet Coulter*

Mayor.

# Give Britain Strength!

**Support . . .**

**THE**

**UNITED**

**EMERGENCY**

**FUND FOR**

**BRITAIN**

**the UNITED EMERGENCY FUND FOR BRITAIN means . . .**

(a) That essential foods will be bought at minimum cost in Canada with U.E.F.B. funds turned over to the Red Cross for this purpose. These foods will be shipped in bulk to Britain, free of ocean and delivery costs, under the direction of the Red Cross and the Advisory Council of U.E.F.B. in Britain.

(b) That Canadians may order individual parcels to be sent to their friends as they may direct. These parcels—called "Canaid" parcels—will contain food carefully selected to meet the needs of the British at the moment. They will be delivered to the individuals designated by the sender at a small expense, free of all ocean freight. To have such parcels sent, all that is necessary is to send \$4.25 for an 8-pound parcel, \$5.75 for a 10-pound parcel and \$7.50 for a 15-pound parcel with the names and addresses of sender and recipient to U.E.F.B. headquarters in Winnipeg.

(c) That groups and individuals now sending parcels can still do so at great saving by using U.E.F.B. services.

(d) That the amount of food sent to Britain depends upon the money contributed by Canadians for the purchase of food in bulk or in individual parcels.

**Address All Donations and Inquiries To**  
**750 Somerset Building, Winnipeg, Manitoba**  
**Telephone 926 039**



# *We are proud* OF THE HEALTH *of our Community*

The Manitoba Medical Service is an association of citizens and physicians of the province, in a non-profit enterprise to provide prepaid medical services. The Association, since its inception, has been of immeasurable benefit to its thousands of members in all parts of the province, who have shared equally in its costs and in its benefits . . . If you are interested in further information, please write for details to

**MANITOBA MEDICAL SERVICE • WINNIPEG**





## THEY BROUGHT *Canada's First Bank* TO THE WEST....

ON this day, 75 years after the incorporation of the city, we salute the makers of Winnipeg—those who laid the foundations of Canada's fourth largest city. We are proud to number among them men of the Bank of Montreal.

Campbell Sweeny and his assistant came to Winnipeg by stage coach in 1877. On November 19th that year, they opened a branch of the Bank of Montreal here . . . Winnipeg's first permanent bank, the oldest established bank west of the Great Lakes.

Through all the ups and downs of business since then, the Bank of Montreal has been open to the people

of Winnipeg. It has watched a vigorous frontier community of five thousand souls grow into a mighty city. For seventy-two years the people of Winnipeg and the B of M have been working together.

From its lamp-lit office in a land of pioneers the Bank of Montreal has developed in Winnipeg into a city-wide network of eleven well-sited branches—part of a nation-wide network of more than 500 branches. And the tradition of constructive service

that Campbell Sweeny, the first manager in the West, established so firmly is ably maintained by the B of M's helpful, experienced staff.



# BANK OF MONTREAL

*Canada's First Bank*

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

# CELEBRATION WEEK OFFICIALS

## CITY COUNCIL'S ANNIVERSARY COMMITTEE

ALDERMAN GEO. E. SHARPE,  
Chairman

ALDERMAN J. BLUMBERG

ALDERMAN F. L. CHESTER

ALDERMAN H. McKELVEY

ALDERMAN H. B. SCOTT

MAYOR GARNET COULTER,  
(ex officio)



ALDERMAN GEORGE E. SHARPE  
Chairman

## SPECIAL DAY CHAIRMEN

Commemoration Day—  
Reverend W. Gerald Burch

Civic Day—  
Alderman Geo. E. Sharpe

Farmers' Day—Leo De Gagne

Canada Day—  
A. Bruce Johnston

America Day—E. S. Fraser

United Citizens' Day—  
A. V. Pigott

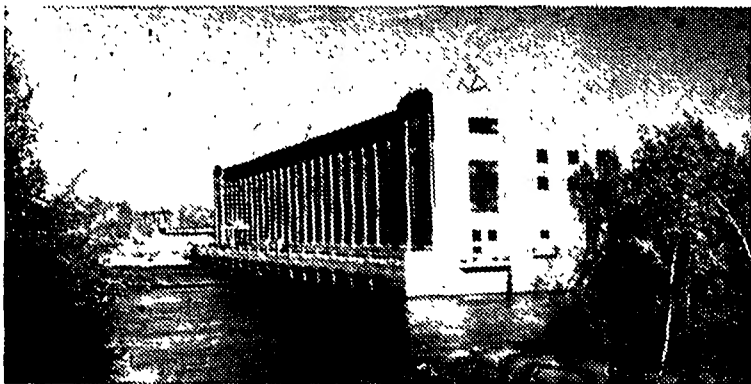
British Commonwealth Day—  
A. E. Parker

Winnipeg Day—E. C. Gilliat



C. F. GREENE  
Anniversary Celebration Director

CONTINUED



## CITY HYDRO— *a record of achievement*

**1911** The first low-cost power was delivered to Winnipeg from City Hydro's original plant at Pointe du Bois, which, at full capacity, generates 105,000 horsepower.

**1931** Power from the City Hydro's second power plant, at Slave Falls, was brought to Winnipeg.

**1945** Plans completed and work begun for the expansion of the Slave Falls plant, to include four new generating units.

**1948** The completion of the Slave Falls expansion program, giving the plant there a total generating capacity of 96,000 horsepower.

The City of Winnipeg Hydro Electric System now has a total generating capacity of 201,000 horsepower. To the Citizens of Winnipeg, the City Hydro means a sound and well-established business, which assures them of modern, efficient electric service anywhere in the city.

## CITY HYDRO

Owned and Operated by the Citizens of Winnipeg



# CELEBRATION WEEK OFFICIALS

## COMMITTEE CHAIRMEN

### Advertising and Publicity—

SALES AND ADVERTISING CLUB  
J. M. SINCLAIR, A. L. GARSIDE

### Archery—

T. R. DICKSON

### Armed Forces and Cadets Liaison Officer—

MAJOR R. MILLER

### Art and Photo Exhibit—

A. MUSGROVE

### Birthday Cake—

L. T. BARRATT

### Birthday Cake Ceremonies—

F. N. MCKENZIE

### Championship Bicycle Race—

WILLIAM RAMSAY

### Displaced Persons' Revue—

ALEX LUBIMIW

### Fire Arrangements—

CHIEF DAVID CLAWSON

### Fireworks—

GEORGE C. WAIGHT

### Golf Tournament—

CLARE LEATHERDALE

### Goodwill Caravan—

ALDERMAN FRANK L. CHESTER

### Handicrafts—

MRS. G. W. RATTRAY

### Hats Off Revue—

MRS. W. H. ZIMMERMAN

### Historical Landmarks—

WILLIAM DOUGLAS

### Entertainment For Shut-ins—

MRS. I. V. DUBIENSKI

### Ice Carnival—

W. S. BARNETT

### Indians—

J. RAYSON

### International Band Contest—

J. H. ROE

### Labor—

LEON MITCHELL, ANDREW MURPHY,  
R. B. RUSSELL

### Lacrosse—

T. J. O'BRIEN

### Log Rolling—

STAN BENTHAM

### Museum—

L. T. S. NORRIS-ELYE

### Old-timers—

G. F. BENTLEY

### Old-time Fiddlers—

F. GRONBACH

### Parade—

R. A. O'DOWDA

### Parks Arrangements—

F. T. G. WHITE

### Police Arrangements—

CHIEF CHARLES MacIVER

### Reception of Special Guests—

FRED B. FURGESON

### Red River Gala—

G. W. BATTY

### Registration Booths—

W. FRIDFINNSON

### Room Accommodation—

W. COURAGE

### Schools, General Programme—

DR. J. C. PINCOCK

### Schools, Physical Activities—

ROBERT JARMAN

### Schools, Class Photographs—

EWART MORGAN

### Sports Co-ordinator—

CHARLES BARBOUR

### Street Attractions—

SID ORECK

### Street Decorations—

PROFESSOR J. A. RUSSELL

### Teen-Agers—

DON WOOKEY

### Ticket Booths—

FRED JOHNSON, C.A.

### Winnipeg All-Star Concert—

R. W. COOKE

### Winnipeg Ballet—

GWENETH LLOYD

### Winnipeg Symphony—

J. L. HENDERSON

### Young Mr. and Miss Winnipeg—

R. G. ALLEN

### Young Winnipeg on Parade—

KEN McCASKILL

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Producers of  
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Silver - Cadmium  
Selenium and Tellurium

Mine and Metallurgical Plants  
**FLIN FLON  
MANITOBA**

Hydro-Electric Plants  
**ISLAND FALLS  
SASKATCHEWAN**

## Hudson Bay Mining and Smelting Co., Limited

Incorporated Under The Dominion Companies Act,  
December 27, 1927.

# *The Story of Winnipeg*

By E. T. BURCH

## IN THE BEGINNING

A young Winnipeg sailor, describing life in Winnipeg to an English family during the war, summed it up thus: "You might think, if you were to visit us, that Winnipeg seems new and unfinished—that it lacks the atmosphere of history so noticeable in England. That's quite true—but that's just why you'd like it so well. We're right in the middle of making our own history—and we find it pretty exciting!"

It was just over a hundred years ago that a group of 70 settlers sent out from Scotland by Lord Selkirk arrived at the Hudson's Bay Post of Fort Garry, where Winnipeg now stands. There were just over a dozen people to greet their arrival, and no accommodation had been made ready for them. They had carried their belongings from the shores of Hudson Bay, among them a bushel of wheat for planting.

They discovered that in all that vast new land, mostly unmapped, only a few scattered traders lived, and their sense of loneliness was intense. The journey back home was so difficult that many realized they would never see Scotland again, and that however forbidding were the vast prairies, they must make a home here. Of their early struggles to make homes—to keep warm—to grow food—too few details have been recorded.

Small settlements consisting of trading posts and forts dotted the prairie—trains of Red River carts pulled by ox teams squeaked over the vast stretches carrying in such goods as were available and bringing out skins—such items as rifles, powder, blankets, cooking utensils, whisky, tea, porridge and sugar were brought in by ship to Hudson Bay and then down the lakes and rivers by York boats: the difficulties of transport prohibited importation of anything but essential commodities.

Of troubles apart from those of weather, crops and Indians, the settlers had their full share. Trade and politics were matters of physical activity: suspicions and trade rivalry between the fur traders made the life of the settlers, who wished only to be let alone to establish their homesteads, one of a continual flurry of activity. Within the present boundaries of the city stands a monument to Governor Semple who, with 22 of his men, was massacred by a group of traders, Indians and Metis at Seven Oaks in 1816. With all their troubles, however, the settlement grew steadily until the City of Winnipeg was incorporated in 1873, when it boasted a total of 215 inhabitants.

## FIRST GOVERNMENT

In 1835 the first formal government of the Red River settlement was organized, and shortly afterward, signs of civilization crept into the wilderness—board sidewalks to keep the ladies' skirts out of the mud—glass windows in the houses—vegetable gardens for every home.

A steamboat service from St. Paul was inaugurated in 1859, making regular trips until the turn of the century. Among its first cargoes was a supply of real building bricks, the first seen in Red River, which cost Winnipeg home builders 45 cents each.

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Our co-operation with the City of Winnipeg in supplying SCHOOL CLASS PHOTOGRAPHS for souvenir gifts to the children is an achievement of which we are proud.

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... this sport shirt in finest botany wool tartan. For warmth, full action and the true rich colours of your favorite tartan, Gerhard Kennedy tailors a national favorite of distinction.

At leading stores across Canada.

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MADE OF FINE SPORTSWEAR

## GROWING WITH WINNIPEG



**QUALITY**  
*Does Count!*

*Salisbury House*  
RESTAURANTS  
WINNIPEG



The first Riel rebellion of 1869 and the execution of Thomas Scott in 1870 electrified the colony and brought troops from eastern Canada to back up law and order. The Province of Manitoba in its first "postage stamp" size was officially formed in 1870; at this point the Red River Settlement occupied an area a little over eight city blocks square.

## NEW CITY HALL

In 1876 the city boasted a new City Hall and theatre. This same year, the first shipment of wheat—857 bushels—was exported to eastern Canada from Red River—a shipment which to everyone's surprise, created an immediate demand for as much more as could be shipped, and established the reputation of Manitoba wheat as the world's finest.

The first railroad arrived two years later—from St. Paul to St. Boniface, and was hailed with the proper amount of delight expected from the hitherto isolated community. Now silks and satins from New York and Boston could be brought in—proper implements for tilling the tough prairie—books and oil and coal and fruit—things that made the difference between existence and living. It became possible to travel in comparative safety and comfort to Toronto and Ottawa and Montreal—even to take ship for the old land at Boston or New York.

The rebellion of 1885, followed by the arrival of the first train direct from Montreal over the new C.P.R. lines, brought increased activity to the new city, and between 1884 and 1894 the population more than doubled—not establishing a record however, for later, in the ten-year period between 1904 and 1914, the population of the city actually tripled from 67,262 to 203,255.

## NO TOWN PLANNING

Streets spread in every direction, many without plan of any kind. Portage Avenue and Main Street were simply the easiest and most direct ox trails to Portage la Prairie and Lower Fort Garry respectively. The unusual width of these streets springs from the drivers of ox teams moving over to pick new routes when the mud ruts became too deep for the teams.

The city boasted a few private schools and three colleges operated by religious organizations—in 1877 the Province established the University of Manitoba, with which the three original colleges became affiliated.



## THE FIRST CITY COUNCIL

The first meeting of the first City Council took place at 12 o'clock noon, January 19, 1874, on the second floor of Bentley's new building (Main Street), when the following were declared elected by returning officer Hon. W. N. Kennedy: Mayor F. E. Cornish; Aldermen Robert Mulvey, J. H. Ashdown, W. B. Thibaut, Andrew Stang, W. G. Fonseca, John Higgins, Arch. Wright, Herbert Swinford, Thos. Scott, Alex. Logan, and James McLenaghan.

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PORTAGE AND MAIN WINNIPEG

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Manufacturers of Brushes and Mops

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75th ANNIVERSARY

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WINNIPEG

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and Exclusive  
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Canada's Finest  
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THE PERFECT DIAMOND HOUSE

For English Bone China  
English Sheffield Reproduction Silver

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Coalport Flower Bowls

286 Portage Avenue

Winnipeg

## FIRST NEWSPAPER

The Manitoba Free Press was the city's first newspaper, beginning as a weekly in 1872, and still in publication as the Free Press Weekly Prairie Farmer. Two years later, The Manitoba Free Press started as a morning daily paper, later publishing an evening edition known as the Free Press Evening Bulletin. In 1878 The Telegraph entered the field with an evening newspaper, followed by The Winnipeg Tribune in 1890. The Telegram, to be taken over by The Tribune in 1920, began publication in 1893.

The Canadian Pacific Railroad provided an access to the great wheat-growing prairies, and the rush for land was on. Thousands of immigrants arrived in Winnipeg every week from Europe. New railroads came, too—the Northern Pacific in 1888 and the Grand Trunk in 1908.

The land boom was on: buyers and sellers conducting business in the streets, with full page advertisements in every night's newspapers describing the virtues and possibilities of new townsites hundreds of miles from anywhere. Speculation drove the cost of land to fantastic figures—land that the speculators never hoped to see or to own more than a few hours.

In 1905, the new T. Eaton store was built on the western extremities of the business district—eight stories in height, it was the wonder of the west. Winnipeg became a mecca for shoppers; with three department stores—theatres—and magnificent hotels (at one time boasting the largest hotel in the British Empire)—the city assumed an air of metropolitan grandeur in the midst of the untamed wilderness.

Those were the days of true "local color"—when the streets were thronged with ranchers and prospectors—speculators and trappers—gamblers and promoters—Indians, immigrants, writers, eastern politicians, mounted policemen and traveling merchants carrying their merchandise with them.

Between 1900 and 1908, a series of artesian wells were dug to replace the Assiniboine river as a source of water supply. While this step in the right direction was a welcome one, the wells were far from satisfactory, and a survey was launched to recommend a better water supply for the growing city's needs.

## CITY HYDRO-ELECTRIC, 1911

In October, 1911, the city's publicly-owned hydro-electric development at Point du Bois on the Winnipeg river was opened, providing citizens with an ample supply of power at rates which were for many years the lowest on the continent. There are now five hydro-electric generating plants on the river, with another shortly to be constructed, refuting the die-hards of the day who stoutly maintained the whole project was a waste of the taxpayers' money. It is significant that Winnipeggers now top the continent in per capita domestic use of electricity with 6,245 kilowatt hours annual average use per home, with over 70% using electricity for cooking and water heating.

## PROUD OF WAR I RECORD

Out of a population of 203,255 in 1914, a total of 19 battalions of infantry alone were enlisted in the city and sent overseas. Although this was not necessarily a record, no city in the world has greater reason to be proud of the performance of her sons in the first great world conflict.

The war years marked the end of the first great transition period in the life of the city. The emphasis at first had been on establishment—the arrival of the

*We Congratulate WINNIPEG on its 75th Birthday!*

# MANITOBA STEEL FOUNDRIES LIMITED

STEEL CASTINGS

Established in 1916



CONGRATULATIONS, CITY OF WINNIPEG!

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We are nearly as "young" as you are

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*Distributors of Dry Goods—Variety Store Merchandise*

WINNIPEG

Established 1875

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COMPLIMENTS OF

**Robin Hood  
FLOUR**





first pioneers followed by the early settlers and the gradual emergence of order out of the emptiness of the plains of civilization on the edge of the vast untamed prairie. The railroads came—crossing the continent and bringing with them the means of fast communication with the rest of the world, the telegraph. The railroads brought the fruits and graces of the old world to replace the meagre fare and makeshift of the days of pioneering and exploration.

On the vast open face of the prairie, the abundant grain harvests justified the faith of the settlers with their quality—new towns sprang up to serve the farm communities—establishment and expansion was the key-note of the early years of the century.

The advent of war in Europe turned the focus of the City from West to East. Until the war was fought and won, expansion must halt. And halt it did, for four long years, until victory brought the men of Army and the Navy and the Royal Flying Corps back home again.

In 1919, Winnipeg, in common with cities almost the world over, began the huge task of reconvertng to peace-time economy. But the gears long unmeshed, were rusty: the great Winnipeg General Strike of 1919 reflected the restlessness and frustration that followed the four years of war. Those were unhappy days, still forgotten.

## LEGISLATIVE BUILDING OPENED 1920

By slow degrees, the city resumed its normal functions. In the spring of 1919, the great aqueduct bringing water 93 miles from Shoal Lake was completed: the city had its first taste of the water that put an end to the artesian well supply of unhappy memory—for the first time crystal-pure soft water—a supply that has become the envy of cities all over the continent—spouted from every tap in Winnipeg. A year later Manitoba's new Legislative Buildings, completed since the end of the war, were opened. This now-famous building, of pure Roman Classical design, has rightly been judged one of the finest examples of its style on the continent: incidently making popular for the first time the now widely used Tyndall stone quarried in Manitoba. In 1920, Manitoba tried a brief excursion into the realms of prohibition, which was replaced by referendum three years later with the present system of provincial government control.

And so the city grew—new residential districts were opened—new parks—new streets paved and landscaped—the business district expanded and prospered.

In 1924 an experiment was tried which has since proven its value. A standby plant for emergency power supply by the City of Winnipeg Hydro Electric System was built in conjunction with a central steam heating plant. This large plant supplies heat to the entire central business district—its boilers sending live steam to buildings as far away as  $1\frac{1}{4}$  miles, eliminating the necessity of individual heating plants in each building. This initial experiment led to the establishment of two private companies supplying heat to residential areas. Winnipeg now has three such plants owned by the two companies—the only city in the world where heating on such a large scale has been attempted.

## THE COSMOPOLITAN CITY

Winnipeg has been called the most cosmopolitan city in Canada. Certainly it represents the meeting place of the nations. Originally settled by English, Scots, and French, large groups from almost every country in Europe came to settle the prairies; and many came to Winnipeg, where each contributes to the Canadian culture the heritage of his race. Although the number is lesser now, at one time 57 foreign language newspapers were printed weekly in Winnipeg. Immigration from Europe has added considerably to the growth of the city: in one

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ten-year period alone, the population increased 136,000. It is difficult to believe that 75 years ago, only an isolated village existed with a few hundred inhabitants: that buffalo grazed near the centre of today's busy intersections: that only as recently as 1882 the first formal delivery of mail was made. It is perhaps this mass mingling of races that has given Winnipeg its cosmopolitan atmosphere: that makes it known as the friendliest of cities: that has made it famous as a city with a world-wide outlook: that has made the active practice of true tolerance a civic characteristic.

## WINNIPEG—TRADING CENTRE

Winnipeg's growth can be attributed in large part to its geographical location: forming the funnel through which passes the grain produce of the fabulously rich western grain belt, it became a natural railroad key point. Secondly, the development of Hydro power in the nearby Winnipeg River which drains the Lake of the Woods brought an abundance of power at cheap rates, enabling manufacturers catering to the needs of Western Canada to establish here. Third, mining developments in the great pre-cambrian shield to the north and east made Winnipeg a natural supply base: as a consequence large aircraft overhaul operations are carried on in the city.

The fur trade; pulp and paper; meat packing; commercial lake fishing; printing and publishing; warehousing and wholesaling are other industries which have contributed largely to the city's economy. In recent years, manufacturing in Manitoba has become increasingly important: at the present time the value of manufactured products exceeds that of agriculture, with the bulk carried on within Winnipeg. Typical are the needle trades, of which the city has become an important centre.

In 1926 the new Hudson's Bay Company retail store was erected; Memorial Boulevard put through to Osborne Street—giving a new look to the shopping district.

## WINNIPEG 75 YEARS OLD

Physically, greater Winnipeg now consists of a population of 320,000. It is served by two newspapers, four radio stations of which one broadcasts in the French language: served by four airlines and five railroads; contains the largest individually owned railway terminal yards in the world. Its local transportation system is being completely modernized to a motor-and-trolley bus system.

The city's public buildings, 58 parks, and residential areas present a physical appearance impressive to the world traveller. The two large rivers; attractively boulevard drives; its unusually wide streets have been widely admired. In 1944, the Metropolitan Town Planning Commission of Greater Winnipeg was formed, the second such body to function in Canada. This group of professional planners are engaged in plotting the city's future growth, to eliminate as much as possible the haphazard unplanned expansion so characteristic of many cities on the continent.

## A MEDICAL CENTRE

Winnipeg in recent years has become a centre of medical skill and knowledge. It is well served with both hospitals and skilled physicians and surgeons—maintains the only hospital in Canada west of Toronto entirely devoted to the care of sick children. Many large and well-organized medical clinics bring patients from distant points for detailed medical consultation, examination and treatment.

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Winnipeg, Canada

## MOST GOLF COURSES PER CAPITA

Facilities for sport and recreation within and adjacent to the city are excellent. Its many golf courses and parks: tennis courts: curling, skating, and hockey rinks—its annual bonspiel is the largest such gathering held anywhere. Full facilities exist to make life for the sportsman as full as he wishes, with the great hunting and fishing areas of the pre-cambrian shield a few miles to the north and east. Nearby, too, are the summer resorts of Lake Winnipeg, the Winnipeg River and world-famous Lake of the Woods.

Winnipeg enjoys a clear and invigorating climate. Cold spells in winter are tempered by weeks of clear sunshine and very low humidity—in summer, nights are cool and dry. Consequently outdoor sports take place all year around.

## LARGEST MUSICAL FESTIVAL

Culturally, Winnipeg's most spectacular claim to fame is her world-renowned Musical Festival, which this spring celebrated its 31st annual festival. Over 18,000 vocalists and instrumentalists took part this year. The festival lasts two weeks and this year enjoyed a total audience of over 38,000. Winnipeg's Ballet, too, is well-known to balletomanes in Eastern Canada and in the United States through its tours. Among the first amateur ballets organized on this continent it has been among the most successful artistically. The conductor of Winnipeg's Symphony Orchestra has collaborated on many occasions with the ballet, writing original music for ballets in which choreography was also done locally.

The city's Little Theatre, which was disbanded during the war years, has only recently been revived, and promises excellent fare for theatre-goers. The city also contains an art gallery which, although cramped for quarters, provides excellent shows of both local art and travelling exhibitions. The local museum, also crowded for space, maintains an excellent display of exhibits, providing a focal point for those interested in the history of Manitoba.

Centre of much cultural activity in the city is the Civic Auditorium, the main hall of which seats over 4,000 persons. This beautifully-designed structure of native Tyndall stone provides an ideal location for concerts and travelling theatrical companies. It is operated by the city, which also operates the Playhouse Theatre, with a smaller seating capacity.

## THE SLOW THIRTIES

The years 1929-39 were not very different for Winnipeggers than for those in other centres, although the depression years were perhaps felt a little more keenly here. With a less thickly-populated area to serve, and aggravated with a less diversified economy, costs of distribution are higher here than in other areas. As a consequence, the depression years slowed local business levels even more than elsewhere: these bitter years will not be easily forgotten.

## SEPTEMBER, 1939—WINNIPEG RESPONDS

To the roll of drums in September, 1939, the city quickly responded. Citizens of Greater Winnipeg enlisted in large numbers in the Navy, Army and Air Force. Casualties were high, forming a scar that will never be healed. Winnipeg will remember always the proud record of her sons in The Winnipeg Grenadiers—Queen's Own Cameron Highlanders of Canada—Princess Patricia's Canadian

WELCOME VISITORS!

## ***Electric Shavers Limited***

Repairs to All Makes of Electric Shavers

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WINNIPEG

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## **CONGRATULATIONS, City of Winnipeg on this your 75th ANNIVERSARY**

We are proud to have contributed 50 years  
of service to your 75 years of progress.

## **ALSIP BRICK, TILE & LUMBER CO. LTD.**

**508 Portage Avenue**

All visitors welcome at our showroom—  
the most modern of its kind in Canada.

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Office Phone, 37 164

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Light Infantry—The Fort Garry Horse—The Royal Winnipeg Rifles—The Winnipeg Light Infantry—equally with the many units of Artillery; Medical Service Corps; Engineers; auxiliary services—Navy and Air Force men and women who served so long and so well.

## ON TO THE NEXT 75 YEARS

During 1948 Winnipeg became the largest Canadian financial centre west of Toronto, with total bank clearings of 5.7 billions of dollars, an increase of 600 million over 1947. Vancouver stood second with clearings of 3.1 billions in 1948.

Today, looking back on the first 75 years of our city's life, a feeling of proud satisfaction and hope for the future prevails. Much remains to be done—our city is far from the complete entity we want for our sons and daughters. But the solid framework has been laid by our forefathers—our economy is sound and our spirit is right. We take pride in our achievement and joy in what we see. Our future is bright with the anticipation of further achievements in the years to come.



A  
WESTERN  
ACHIEVEMENT

### *Growing with Winnipeg . . .*

In 1913 Brigdens opened an art and photo-engraving studio in Winnipeg. Since then we have grown and extended our services to keep pace with modern requirements.

In 1949 more and more buyers are taking advantage of Brigdens Complete Service. If you are planning new advertising, now is a good time to discuss it with us.



KINDEST GREETINGS TO THE CITY OF WINNIPEG  
ON ITS 75TH BIRTHDAY CELEBRATION

## **Soudack Fur Auction Sales Ltd.**



Telephone 22 894  
WILLIAM AND PRINCESS

Winnipeg



\*\*\*\*\*

It is with a great deal of pleasure that I extend on behalf of Security Storage Company Limited and Staff, Greetings to the City of Winnipeg on its 75th Birthday Anniversary.

*G. H. McKeag*

*President*

\*\*\*\*\*

## *Anniversary Greetings* from **OGILVIE**

Millers of: OGILVIE Flour  
OGILVIE Oats  
OGILVIE Vita-B Cereal  
OGILVIE Ready Mixes  
OGILVIE Miracle Feeds

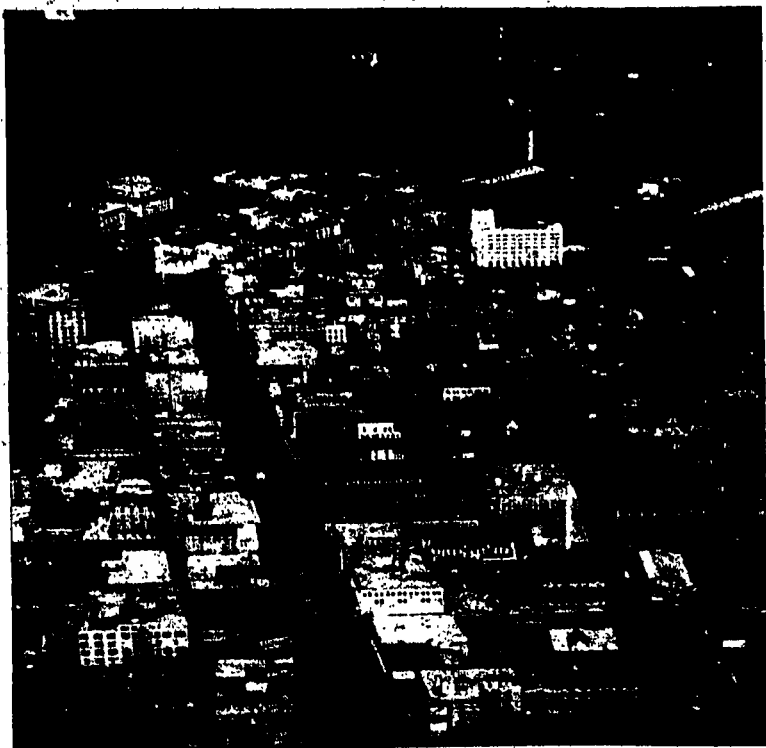
—●—

Serving Winnipeg for 68 Years; Canada for 148 Years

—○—

**THE OGILVIE FLOUR MILLS CO. LIMITED**





# AN AIR VIEW OF DOWNTOWN WINNIPEG

Looking east down Portage Avenue and Graham Street with the river and part of St. Boniface in the background.

\*\*\*\*\*

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OF A SPARKLING  
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**FIVE ROSES FLOUR**

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*All their Baking*

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FIVE ROSES, the All-Purpose,  
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The first locomotive constructed in western Canada was made in these shops at Transcona in 1926. The C.N.R.'s only assembly line in refrigerator car construction is also in Transcona shops.

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WINNIPEG



**SUNDAY, JUNE 5, 1949**

***"Decoration Day - - Commemoration Day"***

**Special Services in All City Churches**

- 10:00 a.m.** **Memorial Service** at Soldiers' Relatives Monument, Broadway and Osborne. Choir from All Saints Church in attendance.
- 2:00 p.m.** All Veterans' Organizations and Army and Navy Units assembled at the Cenotaph for Special Memorial Service.
- 2:30 p.m.** **Decoration Day Parade** will commence after Special Service. Route—Memorial Boulevard north to Portage, Portage east to Main Street, Main Street north to Selkirk Avenue.
- 8:30 p.m.** **"Students Make Music,"** a concert by talented young Winnipeg musicians, in the Winnipeg Auditorium.
- 8:30 p.m.** Laying of Corner Stone at Shaarey Zedek Synagogue, Wellington Crescent at Maryland Bridge.

— • —  
*Watch Daily Papers for Changes or Additions to This Programme*

— • —  
Blackfoot Indians, International Bands, Street Attractions and Carnivals featured every day all week, June 6th to 11th.

Handicrafts Display in Beaver Hall, Hudson's Bay Store, open all week during store hours.

Films will be shown in Central and Assiniboine (City) Parks every evening after sundown—except at City Park on June 11th—through the courtesy of the Winnipeg Film Council.

Members of St. John Ambulance will be on hand at all events where large crowds are anticipated; their services are voluntary.

Many other events, including sports features, are in course of being finalized at the date this official programme goes to press; read daily papers for details.

# *Fifty-Eight Years of -* **SERVICE**

As a pioneer Company founded in 1891, the Great-West Life is proud to join in observing this 75th Anniversary of the City of Winnipeg.

Over a period of 58 years the Company has grown and developed to become truly international in scope, having established an outstanding record of service throughout Canada and the United States.

The Company looks forward with confidence to ever-increasing opportunities of public service in the years that lie ahead.



*The*  
**GREAT-WEST LIFE**  
**ASSURANCE COMPANY**  
**HEAD OFFICE — WINNIPEG**

# MONDAY, JUNE 6, 1949

## "Civic and Farmers Day"

- 9:30 a.m.** Ceremonies at all Winnipeg Public Schools. Re-union of former students and teaching staffs. Presentation of class photographs to pupils.
- 12:00 noon** **Air Display by R.C.A.F.**
- 12:00 noon** **Special Ceremony** with Guest Speaker at City's Birthday Cake, corner Portage and Main.
- 12:30 p.m.** Civic Luncheon at Royal Alexandra Hotel.
- 2:00 p.m.** **Lawn Bowling Tournament** at Assiniboine Club.
- 3:00 p.m.** **Winnipeg's 75th Anniversary Historical, Cultural and Industrial Parade.** Parade starts corner of Main and Redwood, comes down Main, up Portage Avenue to Sherbrook Street, south on Sherbrook to Broadway, thence to Legislative Building grounds.
- 6:00 p.m.** **Farmers' Barbecue** on grounds south of Legislative Bldgs.
- 7:30 p.m.** **Senior Men's Baseball** at Stadium.
- 8:30 p.m.** **Winnipeg Ballet** special performance at Playhouse.
- 8:30 p.m.** **Official Opening Ball** at Winnipeg Auditorium.
- 8:30 p.m.** **Street Dancing** in North Winnipeg.
- 11:00 p.m.** Opening display of **Fireworks** at Legislative grounds.
- 

Monster Downtown **CARNIVAL**, direct from the Canadian National Exhibition at Toronto, opens on Memorial Boulevard.

Special Exhibits at Manitoba Museum in Winnipeg Auditorium from 9:30 a.m. to 5:00 p.m.

Opening of Exhibition by outstanding Canadian, British and European artists; special exhibition of Manitoba artists; collection of distinctive photographs assembled by Manitoba Camera Club in Winnipeg Art Gallery, open all day.

Alexis Smith, Canadian-born movie star, will make a personal appearance at many of today's attractions.

Oddfellow and Rebekah Lodges will meet in Oddfellows Temple, June 6th, 7th, 9th and 10th.

*Watch Daily Papers for Changes or Additions to This Programme*

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S. C. Cook, Assistant General Manager

*Birthday  
Congratulations!*

## **HALLET & CAREY LIMITED**

**563 GRAIN EXCHANGE BUILDING  
WINNIPEG**



**TUESDAY, JUNE 7, 1949**

***"Canada Day"***

- 12:00 noon** **Air Display** by R.C.A.F.
- 12:00 noon** **Special Ceremony** at Winnipeg's Birthday Cake, corner Portage and Main.
- 12:15 p.m.** **Men's Canadian Club Luncheon** at Winnipeg Auditorium.
- 1:15 p.m.** **Women's Canadian Club Luncheon** at Fort Garry Hotel.
- 2:00 p.m.** **Canadian Golf Tournament** at St. Charles Country Club.
- 7:00 p.m.** **Special Exhibition of Lacrosse**, Canada's national game, at Wesley Park.
- 7:15 p.m.** **Girls' Senior Softball Game** at Stadium.
- 8:00 p.m.** **Community Sing Song** in St. John's Park, under auspices of the Native Sons of Canada.
- 8:30 p.m.** **Winnipeg All-Star Concert** at Winnipeg Auditorium.
- 8:30 p.m.** **Winnipeg Ballet** special performance at Playhouse.
- 

Monster Downtown CARNIVAL, direct from the Canadian National Exhibition at Toronto, all day on Memorial Boulevard.

Special Exhibits at Manitoba Museum in Winnipeg Auditorium from 9:30 a.m. to 5:00 p.m.

Art and Photo Exhibition in Winnipeg Art Gallery, open all day.

Alexis Smith, Canadian-born movie star, will make a personal appearance at many of today's attractions.

Young "Mr. and Miss Winnipeg," Herb and Donna Bannatyne, will take part in many functions throughout the week.

Private Tennis courts and Lawn Bowling greens will be open all week for members of out-of-town clubs.

*Watch Daily Papers for Changes or Additions to This Programme*

**WEDNESDAY, JUNE 8, 1949**

***"American Day"***

- 10:00 a.m.** Continuation of **Canadian Golf Tournament** at St. Charles Country Club.
- 12:00 noon** **Air Display by R.C.A.F.**
- 12:00 noon** **Special Ceremony** at Winnipeg's Birthday Cake, corner Portage and Main  
**Grand March of the Bands** past Reviewing Stand at Cake.
- 12:30 p.m.** **Special American Day Luncheon** at Winnipeg Auditorium.
- 2:00 p.m. to 5:00 p.m.** **Open House at Good Neighbors' Club**, 181 McDermot Avenue.
- 2:30 p.m.** **Special Attractions at Assiniboine (City) Park.**
- 7:00 p.m.** **Lacrosse Game** at Wesley Park.
- 7:30 p.m.** **Senior Men's Baseball** at Stadium.
- 8:00 p.m.** **Swim Gala** at Sherbrook Pool.
- 8:15 p.m.** **Ice Carnival with Barbara Ann Scott** at Amphitheatre.
- 8:30 p.m.** **Winnipeg Symphony Orchestra** special performance with **Gladys Swarthout**, at the Winnipeg Auditorium.
- 8:30 p.m.** **"Land of Hope,"** an outstanding European Revue by Displaced Persons, at Playhouse.
- 

Monster Downtown **CARNIVAL**, direct from the Canadian National Exhibition at Toronto, all day on Memorial Boulevard.

Special Exhibits at Manitoba Museum in Winnipeg Auditorium from 9:30 a.m. to 5:00 p.m.

Art and Photo Exhibition in Winnipeg Art Gallery, open all day.

*Watch Daily Papers for Changes or Additions to This Programme*

**THURSDAY, JUNE 9, 1949**

***"United Citizens Day"***

- 12:00 noon** Air Display by R.C.A.F.
- 12:00 noon** **Special Ceremony** at Winnipeg's Birthday Cake, corner Portage and Main.
- 12:30 p.m.** **Special United Citizens' Luncheon** at Winnipeg Auditorium.
- 7:00 p.m.-12:00 midnight** Continual performance at Assiniboine (City) Park participated in by 27 ethnic groups of Winnipeg citizens; singing, dancing and gymnastic displays.
- 7:15 p.m.** **Senior Girls' Softball Game** at Stadium.
- 8:00 p.m.** **Log-Rolling Exhibition** by Jim Runnings, World's Roleo Champion, and Frank Peloquin, Canadian Roleo Champion, on Red River near Main Street Bridge.
- 8:00 p.m.** **Old-time Fiddlers' and Square Dance Contests** at Minto Armouries, sponsored by the Winnipeg Caterers' Association.
- 8:15 p.m.** **Ice Carnival with Barbara Ann Scott** at Amphitheatre.
- 8:30 p.m.** **Winnipeg Symphony Orchestra** special performance with Gladys Swarthout, at the Winnipeg Auditorium.
- 8:30 p.m.** **"Land of Hope,"** an outstanding European Revue by Displaced Persons, at Playhouse.
- Presentation of Certificates by Judge W. J. Lindal.
- 

Monster Downtown CARNIVAL, direct from the Canadian National Exhibition at Toronto, all day on Memorial Boulevard.

Special Exhibits at Manitoba Museum in Winnipeg Auditorium from 9:30 a.m. to 5:00 p.m.

Art and Photo Exhibition in Winnipeg Art Gallery, open all day.

Private Tennis courts and Lawn Bowling greens will be open all week for members of out-of-town clubs.

*Watch Daily Papers for Changes or Additions to This Programme*

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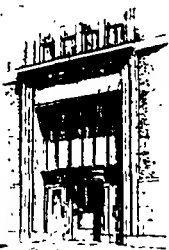
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**FRIDAY, JUNE 10, 1949**

***"British Commonwealth Day"***

- 11:30 a.m. Parade of British-made Automobiles.**
- 12:00 noon Air Display by R.C.A.F.**
- 12:00 noon Special Ceremony** at Winnipeg's Birthday Cake, corner Portage and Main.
- 12:30 p.m. Special British Commonwealth Day Luncheon** at Winnipeg Auditorium.
- 12:30 p.m. Special Luncheon for Ladies** at the Fort Garry Hotel, under the auspices of the Imperial Order of the Daughters of the Empire.
- 6:00 p.m. Cricket Match** at Assiniboine (City) Park.
- 7:30 p.m. School Display** by 5,000 Winnipeg school children at Stadium.
- 7:30 p.m. Red River Gala**, with Log-Rolling Champions' Exhibition, on Red River at Winnipeg Canoe Club.
- 8:00 p.m. Old-Timers' Dance**, featuring the CBC's "Prairie Schooner Show," in Winnipeg Auditorium.
- 8:00 p.m. British Nations' Musical Revue**, featuring the Highland Retreat, at Minto Armouries.
- 8:00 p.m. Musical and Dancing Revue** at McGregor Armouries.
- 8:30 p.m. Ice Carnival with Barbara Ann Scott** at Amphitheatre.
- 8:30 p.m. "Hats Off To Winnipeg"** Vaudeville Revue, at Playhouse.
- Free Golf Day**—All day at Municipal Golf Courses at Windsor and Kildonan.

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Monster Downtown CARNIVAL, direct from the Canadian National Exhibition at Toronto, all day on Memorial Boulevard.

Special Exhibits at Manitoba Museum in Winnipeg Auditorium from 9:30 a.m. to 5:00 p.m.

Art and Photo Exhibition in Winnipeg Art Gallery, open all day.

Private Tennis courts and Lawn Bowling greens will be open all week for members of out-of-town clubs.

*Watch Daily Papers for Changes or Additions to This Programme*



W. H. CARTER  
President and General Manager  
Winnipeg Electric Company

# Greetings!

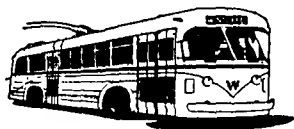
*We extend warm,  
personal Greetings to  
our Visitors who are  
joining with us in cele-  
brating Winnipeg's 75th  
Birthday.*

**Winnipeg Electric Company** has grown up with the City of Winnipeg and has helped in the development of many of its outstanding advantages.

**Winnipeg Electric Company** brought into Winnipeg its first low-cost hydro-electric power in 1905 and now has the two largest power producing plants in the Prairie Provinces, with a total ultimate capacity of 393,000 horsepower.

**Winnipeg Electric Company** also produces Gas for Industrial and Domestic use, as well as the well-known Winneco Coke.

**Winnipeg Electric Company** operates the most modern public vehicles in existence—trolley coaches. Take a ride on one of these smooth-riding vehicles.



**CITY FARES**—10c cash, or 2 tickets for 15c, or

Buy a Book of 20 tickets for \$1.50—that is the easy way.

## WINNIPEG ELECTRIC COMPANY

**SATURDAY, JUNE 11, 1949**

**"Winnipeg Day"**

- 10:00 a.m.** **Young Winnipeg on Parade:** march past Mayor Garnet Coulter and Mrs. Coulter at Birthday Cake, corner Portage and Main.
- 12:00 noon** **Special Ceremony** at Winnipeg's Birthday Cake, corner Portage and Main.
- 1:00 p.m.** **Special Winnipeg Day Luncheon** at Pavillion, Assiniboine (City) Park.
- 1:15 p.m.** **Finish of Canadian 50-mile Bicycle Championship Race,** at Birthday Cake.
- 2:00 p.m.** **Annual Picnic** of Associated Community Clubs of Greater Winnipeg.
- 3:00 p.m.** **Archery Exhibition** in Wesley Park.
- 3:00 p.m.** **Newcastle United versus Winnipeg All-Star Team,** football game at Stadium.
- 6:30 p.m.** **Old-Timers' Banquet** at Fort Garry Hotel.
- 7:30 p.m.** **Log-Rolling Exhibition** by Jim Runnings, World Rolo Champion, and Frank Peloquin, Canadian Rolo Champion, at place to be designated.
- 7:30 p.m.** **Senior Men's Baseball** at Stadium.
- 7:30 p.m.** **Air Display** by R.C.A.F.
- 8:30 p.m.** **Teen-Agers' "Wild Week Wind-Up" Dance** in Winnipeg Auditorium.
- 8:30 p.m.** **"Hats Off To Winnipeg"** Vaudeville Revue, at Playhouse.
- 8:30 p.m.** **Final Performance of Ice Carnival with Barbara Ann Scott** at Amphitheatre.
- 10:30 p.m.** **Monster Anniversary Fireworks Display**—ground pieces and aerial pieces—at Assiniboine (City) Park.
- 11:55 p.m.** **Candles extinguished on Birthday Cake** at corner Portage and Main.
- • —

Monster Downtown CARNIVAL, direct from the Canadian National Exhibition at Toronto, all day on Memorial Boulevard.

Special Exhibits at Manitoba Museum in Winnipeg Auditorium from 9:30 a.m. to 12:00 noon.

Art and Photo Exhibition in Winnipeg Art Gallery, open all day.

*Watch Daily Papers for Changes or Additions to This Programme*

75 YEARS YOUNG!  
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"Well done,

# WINNIPEG!"

It is our privilege to pay respects to you on your 75th anniversary, this year, and also celebrate our own 80th birthday.

Congratulations! May the days ahead bring continued prosperity and success.

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**1949**

**SERVING WESTERN CANADA FOR 80 YEARS!**

# 1873—WINNIPEG—1948

We pay homage to the seventy-five years of steady, sturdy and sound progress of the City of Winnipeg as an incorporated body politic.

- We re-live with jubilation its growth from the small and scrawny settlement by the first Red River settlers in 1783 to its present proud and important stature as the fourth largest City in Canada with a population of more than 350,000 inhabitants.
- We behold with loftiness its commanding position in the Commercial Empire of Canada as the Gateway to the West.
- We survey with exaltation its towering churches, its modern buildings, its teeming industrial plants, its busy streets and avenues, its institutions of culture and erudition.
- We acclaim with reverence and admiration the respectability and character, the health and vigour in the steady pulse of its public life.
- We applaud with enthusiasm the respect of its citizenry for Law, Order and Good Government, and their genius for industry, thrift and happiness.

*May the City of Winnipeg live,  
grow and flourish ad æternum!.*

## HOLT RENFREW

*Established in Canada in 1837 . . . 112 years ago*

**PORTAGE AT CARLTON**



# WINNIPEG TODAY

## ITS SIZE

Winnipeg, the capital of Manitoba, with a population of 229,045 (307,494 for Greater Winnipeg), is the largest city in the province of Manitoba and holds fourth place among cities in the Dominion.

## WHY DID IT GROW?

Known as the "Gateway to the West," Winnipeg attained its prominent position mainly because of its situation on the edge of the vast Canadian prairie agricultural area. With the coming of



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TAILORS  
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TO THE  
CITY OF WINNIPEG  
ON ITS  
75TH ANNIVERSARY

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ON ITS 75th ANNIVERSARY

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of Winnipeg on Its 75th Anniversary.*

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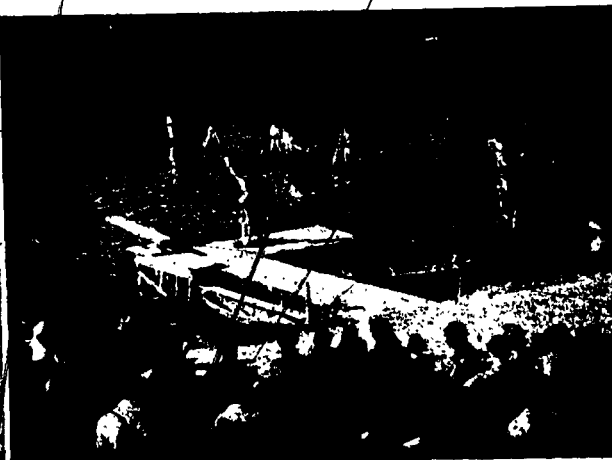


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sports on the safest river  
in Canada — our wide  
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*Birthday Greetings  
to Winnipeg*

FROM

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Birthday Greetings  
to Winnipeg on its  
75th Anniversary



**NORTHWOOD & CHIVERS**  
ARCHITECTS

*Best Wishes to  
City of Winnipeg  
on 75th Anniversary*

**RELIANCE GRAIN COMPANY LTD.**

919 GRAIN EXCHANGE

WINNIPEG

the railway, Winnipeg became the natural converging point of all East-West traffic. The evidence of this is seen by the huge railway yards in the city—the largest individually owned and operated in the world. In St. Boniface, across the river, is located the largest stockyards in Canada. These factors made possible the establishment of large meat packing plants which form the greatest single industry in the province. Other industries have been, and still are being, developed in the city, where the abundant and low cost electric power, good labour relations and the broad market of the west, makes Winnipeg a natural area for industrial expansion. The city houses every kind of industry—and is also the headquarters and supply center for the fast developing mining areas of the north.

### WIDE STREETS

To the visitor, perhaps the most noticeable characteristic of Winnipeg is its broad and well lit streets. Portage Avenue is the centre of the shopping district of this metropolis. Colourful and gay eating places, hotels, dance clubs and entertainment spots are liberally scattered throughout the city.

### SEAT OF LEARNING

In the suburb of Fort Garry is the University of Manitoba, renowned for its achievements in agricultural research.

# The Aberdeen Hotel

230 Carlton Street



D. R. HAMILTON, Proprietor

WELCOME TO WINNIPEG!

## N. M. Paterson & Co. Ltd.

Grain Merchants

609 Grain Exchange

WINNIPEG, CANADA

*Congratulations to the City  
On Its 75th Birthday*

## THE CUTHBERT COMPANY LIMITED

ELEVATOR AND MILL SUPPLIES  
167 GRAIN EXCHANGE BUILDING

H. E. RYAN,  
Manager

B. C. RICHARDSON,  
Purchasing Agent

WITH COMPLIMENTS OF

### VITA HEALTH

296 Kennedy Street (Just north of Portage Ave.)

## HEALTH FOOD RESTAURANT

FULL COURSE VEGETARIAN DINNERS

Healthful Meat Entrees according to recipes of Gayelord Hauser (Hollywood's Dietician)

Herb • Natural Remedies • Health Food Retail Store

*Eat to Live — Don't Live to Eat*

VISIT VITA HEALTH

COMPLIMENTS OF

## Canada Permanent Mortgage Corporation

---

## Canada Permanent Trust Company

---

Canada Permanent Building  
298 Garry Street

Winnipeg,  
Manitoba



## MANY PARKS

Forty-nine public parks are situated in Winnipeg, of which the most noted are the Assiniboine and Kildonan Parks which cover approximately 400 acres of cultivated parkland and beautiful driveways. All through the city can be seen beautifully architected churches of all denominations, while the public buildings rank with any in the world.

## TOURIST ENQUIRIES

Manitoba Travel & Publicity Bureau, Legislative Building.  
Tourist Information Desk, Legislative Building.

## TRANSPORTATION SERVICES

Railways: Canadian National Railways, Canadian Pacific Railway, Great Northern, Northern Pacific Soo Line.

Bus Lines: Greyhound, Grey Goose, Red River Motor Coach, Interlake, Moore's, Eagle, Beaver, Northern Motor Coach.

Air Lines: Trans-Canada Air Lines, Canadian Pacific Air Lines, Northwest Air Lines, Central Northern Airways Ltd.

Steamship Lines: Selkirk Navigation Co. (Winnipeg-to-Norway House).

COMPLIMENTS OF

**The Norris Grain  
Company Ltd.**

Represented By

Norris Grain Company, Chicago  
Norris Grain Company, New York  
Norris Grain Company, Kansas City

709 Grain Exchange

WINNIPEG

BEST BIRTHDAY WISHES

to the City of Winnipeg  
on its 75th Anniversary

**K. B. Stoddart & Co. Ltd.**

602-606 Grain Exchange  
WINNIPEG

**Consolidated Shippers  
Limited**

Lake Transportation

1063 Grain Exchange

Winnipeg

Manitoba

COMPLIMENTS OF

**Western Elevator & Motor  
Co. Ltd.**

**Power & Mine Supply  
Co. Ltd.**

Elevators and Machinery

123 Princess St.

Phones 23 341-2-3

*A Nation-Wide Organization..*

WITH HEAD OFFICE IN WINNIPEG

THE  
**MONARCH/LIFE**



ESTABLISHED 1906

# Winnipeg Civic Auditorium

The Auditorium is owned and operated by the citizens of Winnipeg. It was built in 1930 and occupies an area of an entire city block. The large hall seats 4,075; the concert hall 800. The beauty of this building classes it among the finest on the continent.

## CELEBRITY CONCERTS

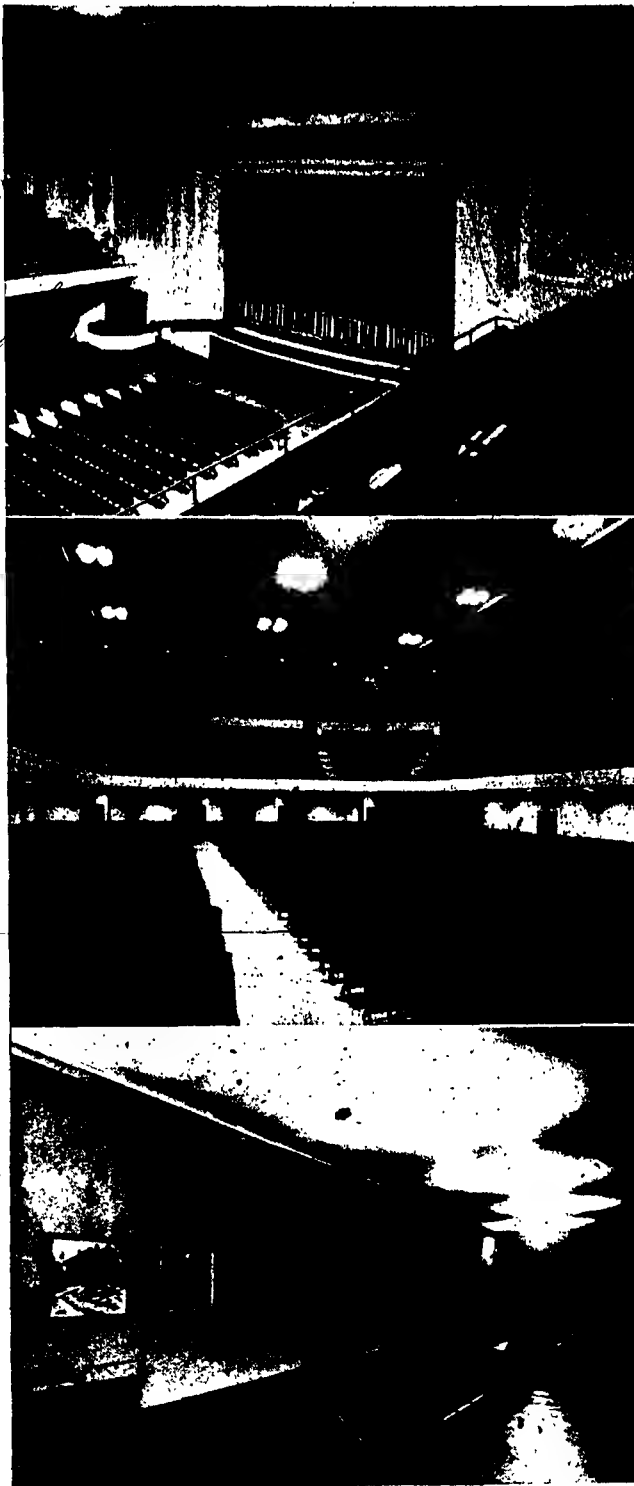
The Auditorium is the home of the celebrity concerts. This series of concerts is now in its 38th season with twelve events on the G-Major Series and six on the Celebrity Variety Series.

## MUSICAL FESTIVALS

The world's largest musical festival is an annual Winnipeg event — made possible by this large auditorium.

## ART GALLERY MUSEUM

The Auditorium also serves as quarters for the Winnipeg Art Gallery and the Museum with its large exhibits depicting the history of Manitoba.



BEST BIRTHDAY WISHES  
TO WINNIPEG!

# THE NORTHERN TRUSTS COMPANY

ESTABLISHED 1904

WINNIPEG

CANADA

*Rae AND Jerry's*  
CREATORS OF FINE FOOD

AIR-CONDITIONED RESTAURANT

KENNEDY STREET (Just off Portage Ave.)

## WELCOME TO WINNIPEG'S 75th ANNIVERSARY CELEBRATION

It is Our Pleasure to Provide You with Hours of Happiness

The fine entertainment and service supplied by our theatres  
will add to the enjoyment of your visit to Winnipeg.

• LYCEUM  
• PLAZA

• RIO  
• ROSE  
• FURBY

• COLLEGE  
• ROXY  
• TIMES

• ARLINGTON  
• TOWER  
• MACS

• PALACE  
• WONDERLAND

Conveniently Located Throughout the City

## WESTERN THEATRES LIMITED

## HOTELS

There are many others throughout Greater Winnipeg offering excellent accommodation to suit every pocket. For further information visit or phone the Hotel News, 308 Power Building, 428 Portage Ave., Winnipeg. Phone 926 009.

Royal Alexandra Hotel, operated by Canadian Pacific Railway. 450 rooms, \$4.50 up, suites, show rooms.

Fort Garry Hotel, operated by Canadian National Railway. 250 rooms, \$4.50 up, suites, show rooms.

Marlborough Hotel. 220 rooms, \$3.00 (with bath) up. Smith Street just north of Portage Avenue.

McLaren Hotel. 150 rooms, \$1.50 up, with bath \$2.00 up. 554 Main Street.

St. Regis Hotel. 110 rooms, \$2.00 up, with bath \$3.50 up. 285 Smith Street, just south of Portage Avenue.

The Mall Hotel. 100 rooms, \$3.00 up, all rooms with bath, corner Portage Avenue and Colony.

## TOURIST CAMPS

Edgewater Tourist Camp, 1930 Pembina Highway (Hwy. 14).

Frank's Cabins, 1620 Pembina Highway (Highway 14).

Granite Tourist Camp, Colony Street by Assiniboine River.

Holiday Cabins, No. 1 Highway, north end of city.

Red River Cabins, 1860 Pembina Highway (Highway 14).

Riverwood Cabin Camp, 501 Marion Street, St. Boniface.

## WHITE'S HARDWARE LTD.

Importers of Fine English China

619 PORTAGE AVE.

Phone 34 781



OFFERS EVERYTHING  
IN THE WORLD OF MUSIC

PIANOS, RADIOS, MUSICAL INSTRUMENTS

SHEET MUSIC, RECORDS • SERVING PROFESSIONAL

MUSICIANS, STUDENTS, TEACHERS since 1881

**J.J.H. McLEAN & Co.**  
PORTAGE AT HARGRAVE

*Birthday Greetings and  
Best Wishes to . . . . City of Winnipeg*



## CONGDON MARSH LTD.

WHOLESALE DISTRIBUTORS OF  
FOOTWEAR AND MINER RUBBERS

Established 1906

## THE HOME OF BONDED BABY BEEF

TENDER • JUICY • DELICIOUS

# SHOP-EASY



## B. F. GOODRICH TIRES ON TERMS

Terms as Low as 75c a Week

Why Delay—Buy Today  
and  
PAY AS YOU RIDE

**B. F. GOODRICH STORES**

666 Portage Ave.

Phone 37 031

## TOURIST HOMES

Fort Grand Tourist Home, 1011 Dumas (100 yards west of Pembina Highway) Fort Garry.

## PUBLIC PARKS

Of the 49 public parks in Winnipeg, two at least have attained an international reputation. These are the Assiniboine Park, situated in the west end of the city on the Assiniboine River (which contains a zoo, conservatory, a pavilion and spacious, well-kept grounds) and Kildonan Park on Main Street, situated on the Red River, which is one of the most attractive drives in Manitoba.

## HISTORICAL SITES

Fort Garry Gates on Main Street, near the Assiniboine River.

First locomotive (Countess of Dufferin) used in Western Canada, is situated at the Canadian Pacific Railway depot on Main Street south.

Winnipeg Museum, situated in the Civic Auditorium, Memorial Boulevard, off Portage Avenue.

*Birthday Greetings!*

THE HOLDEN  
COMPANY LTD.

Railway and  
Industrial  
Equipment

MONCTON  
MONTREAL

WINNIPEG  
VANCOUVER



*De. John's  
Standard*

**QUALITY  
LINES**

*Your Best Buy  
Anytime for —*

- LASTING QUALITY
- COMPLETE SATISFACTION
- LOWEST PRICES

*Distributors of:*

"DOMO" AND "STANBARD" CEAN  
SEPARATORS, "TORDS" MANGLES AND  
HAMMER MILLS, "STANBARD" GRAM  
CRUSHERS AND ELEVATORS, "GILSON"  
"SHOW BIRD" WASHING MACHINES,  
SEPARATORS, REEDES, THE "GILSON"  
PUMPS, OR, RUBBER, FORDS, FANS  
AND AIR-CONDITIONERS, CHICK BROODERS,  
ETC., "STANBARD" RANGES AND HEATERS,  
"STANBARD" BINDER TWINE, GARDEN  
TRACTORS, UTILITY MACHINES, PUMPS, FOOD  
CHOPPERS, ETC.

Investigate Before You Buy!  
See Our Sales Dealer or Get Full Particulars Please.

**STANBARD IMPORTING & SALES CO.**

ALL IN THE FINEST & CHEAPEST

75 PRINCE STREET      1007 JAMES AVENUE  
WINNIPEG, MAN.      EDMONTON, ALTA.

ON OUR 60TH  
TO WINNIPEG ON ITS 75TH ANNIVERSARY—

Our Congratulations and Pride in its  
Strong and Steady Growth

## **A. E. Ames & Co. Limited**

*Business Established 1889*

### **SERVING GREATER WINNIPEG . . .**

WITH UP-TO-THE-MINUTE EQUIPMENT  
LAUNDRY AND DRY CLEANERS' MACHINERY  
HIGH-PRESSURE BOILERS

## **AMERICAN EQUIPMENT CO. LTD.**

132 Princess Street

Phone 23 617

## 1874 WINNIPEG 1949

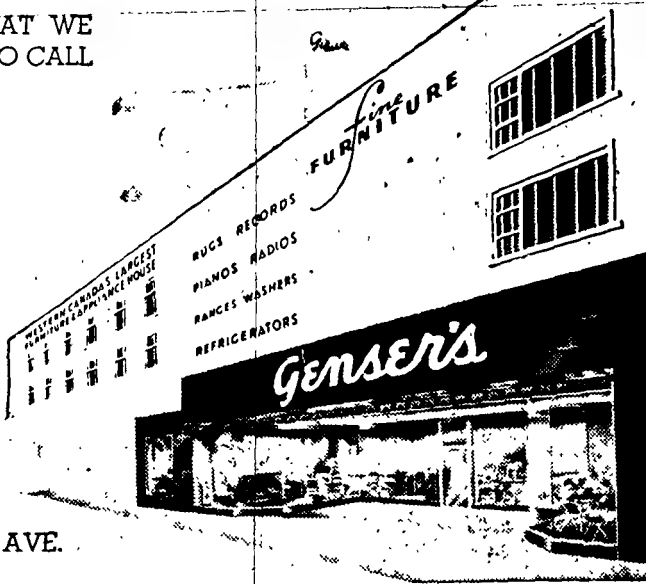
"THE CITY THAT WE  
ARE PROUD TO CALL  
OUR HOME"

**Best  
Wishes**

From

**GENSER  
& SONS  
LTD.**

291 PORTAGE AVE.





## RECREATION

Among Winnipeg's many recreation attractions are included: swimming pools, golf courses, theatres, bowling alleys, riding stables, roller skating and public parks.

## EXCURSIONS

During the summer months, Moonlight Excursions to Grand and Winnipeg Beaches operated daily by both railways.

The S.S. Keenora, a small passenger boat, makes a weekly cruise on Lake Winnipeg throughout the summer months. It leaves Winnipeg dock each Monday and returns the following Saturday, spends Sunday making short excursions to Lockport and return.

## WINTER RECREATION

Ice skating, hockey, curling, skiing, carnivals, indoor swimming, bowling and Celebrity Concert Series are but a few winter activities.

### *Congratulations to Winnipeg's Seventy-Fifth Birthday Party!*

For over forty years Consolidated has played an important part in the yearly business turnover enjoyed by thousands using our glass products. Why? Because Consolidated Plate Glass for forty years has supplied only first quality Glass, Plate Glass, Mirrors, Window Glass, Structural Glass, Store Fronts, Medicine Cabinets, Glass Block, Vitrolite with a complete line for the Home, Office and Industry.

# CONSOLIDATED PLATE GLASS

(WESTERN) LIMITED

375 Balmoral Street

Phone 37 077

CONGRATULATIONS  
ON 75th BIRTHDAY

DUNLOP'S

"Self-Serve Drugs"

263½ Portage Ave.      Avenue Bldg

OVER A QUARTER CENTURY  
SERVING WINNIPEG

Say it  
with *Flowers*  
from  
*The Quaker*



VICTOR SCOTT  
311 Donald - Ph. 923 404-5-6-7

WESTERN DISTRIBUTORS FOR  
CONCO ENGINEERING WORKS

All Types of Heating Equipment

GROSNEY ELECTRIC CO.

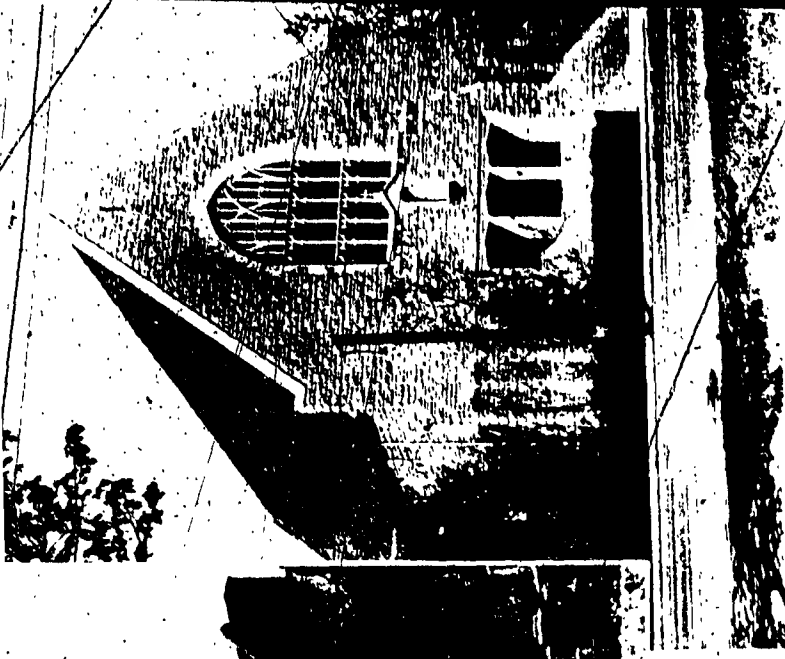
390 Notre Dame Ave.      Phones 27 584-24 142



Congratulations

Citizens of Winnipeg  
on 75th Anniversary





# FREEDOM OF WORSHIP

Here are some of our city's beautiful churches. The first one is a Jewish Synagogue; second is Knox United Church; third is St. James Roman Catholic Church; at the left is shown St. John's Anglican Cathedral.

# WINNIPEG . . .

IS A GOOD CITY TO LIVE IN

AND

## INMAN MOTORS LIMITED

### *Chevrolet and Oldsmobile*

Headquarters

IS A GOOD PLACE TO BUY AND  
HAVE YOUR CAR SERVICED

FORT AND YORK

NEAR C.N.R. DEPOT



Telephoning in 1878

### **THE TELEPHONE**

#### ***Grew Up with Winnipeg***

- 1876—The Telephone invented by Alexander Graham Bell.
- 1877—Four Telephones received in Winnipeg.
- 1928—Winnipeg had 48,846 Telephones.
- 1948—Winnipeg had 76,136 Telephones.
- 1949—The number of Telephones in Winnipeg exceeds 83,000.

\*\*\*\*\*

## Manitoba Telephone System

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## HAPPY BIRTHDAY!

**YES, SIR! WE'RE HAVING AN ANNIVERSARY, TOO**

**SINCE 1899**

Since horse and buggy days "Boston" has enjoyed 50 years of continuous service in keeping Mr. Winnipeg well dressed—and boasts the unique distinction of being one of the very few Winnipeg stores in which the management and control still remain in the family of its founder.

*"Everything for the man—under one roof"*

**Boston** EST. 1899  
CLOTHING CO. Limited

568-70 MAIN STREET (Corner of Pacific)

## PAUL MOLLOY

*Public Relations Consultant*

- Publicity
- Advertising
- Compagnies
- Promotion

*A Complete  
Bilingual Service*

Northrup Life Bldg.

Tel. 925 159

## CONGRATULATIONS WINNIPEG

*Brathwaites Ltd.*

429 Portage Ave. at Vaughan  
Winnipeg's Professional Pharmacy

COMPLIMENTS OF

## DICKSON MOTORS LTD.

Pontiac . Buick . Cadillac . Vauxhall

Corner Edmonton and Graham

Phone 927 571

## COMMONWEALTH CONSTRUCTION COMPANY

ENGINEERS AND BUILDERS

Railway and Public Works, Street Paving  
and Highway Construction. Buildings,  
Terminal Elevators, Power Developments  
and Heavy Construction of All Kinds.

300 Royal Bank Building

Phone 925 211

VANCOUVER

WINNIPEG

VICTORIA

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***Congratulations to the City of Winnipeg  
On Its Seventy-Fifth Birthday***



**PRINCESS AUTO WRECKING**

# 75 YEARS FOR WINNIPEG

## 32 YEARS FOR US

*Half a Lifetime of Progress*

ESTABLISHED 1917

**STILL GROWING WITH WINNIPEG**

# CONSOLIDATED

## MOTORS LTD.

235 MAIN STREET

and Associate Companies

CONSOLIDATED MOTORS PARTS AND ACCESSORIES

CONSOLIDATED INDUSTRIES LTD.

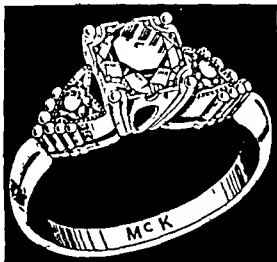
CONSOLIDATED CAR SERVICE



**SAVE YOU MONEY, BECAUSE—**

- McKinney's BUY DIRECT and sell DIRECT TO YOU. The middleman's profit is passed on to you.
- Low overhead on a side-street location assures you of further savings.

**IT'S SMART TO BE THRIFTY**



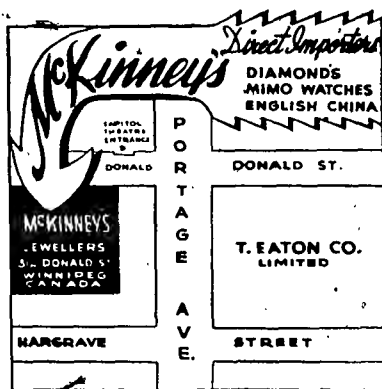
See One of Canada's Largest  
Displays of English Bone China

- Shelley
- Tuscon
- Paragon
- Foley
- Denton
- Royal Albert

**McKINNEY'S WILL NOT BE  
UNDERSOLD**

**McKINNEY & CO. LTD.**

**312 Donald Street**





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## EDITOR'S NOTE

Due to lack of time, a complete canvass of all Winnipeg firms for advertising was impossible; and unfortunately some advertising was received after the deadline for publication. The size of the book, 64 pages and cover, was all that available production facilities could handle in time for the opening of Winnipeg's Birthday Party celebrations.

E. GORDON LOWEN, Editor,  
Chairman, Publication Committee,  
Sales and Advertising Club

*Restore government of the people  
by the people—so that your repre-  
sentative may have his say.*

**VOTE PROGRESSIVE CONSERVATIVE**

*We Join in Celebrating —*

# Winnipeg's 75th Anniversary

At Home Office, Branch Offices and  
General Agencies



Fairbanks  
Alaska

St. John's,  
Nfld.



HOME OFFICE



333 Main Street  
WINNIPEG



Vancouver,  
B.C.



Calgary,  
Alta.



Regina,  
Sask.



Toronto,  
Ont.



Montreal,  
Que.



Charlotte-  
town,  
P.E.I.



Seattle,  
Wash.



Halifax,  
N.S.



Portland,  
Ore.



San Francisco,  
Cal.



Albuquerque,  
N.M.



Oklahoma City,  
Okla.

**WINNIPEG—**  
**An Insurance Centre**  
**—**  
**TWO WINNIPEG FIRE**  
**AND**  
**CASUALTY COMPANIES**  
**DOING A CONTINENT**  
**WIDE BUSINESS**



Los Angeles,  
Cal.



Phoenix,  
Ariz.



Houston,  
Tex.



New Orleans,  
La.

**THE CANADIAN FIRE INSURANCE COMPANY**

Established  
1895

**THE CANADIAN INDEMNITY COMPANY**

Established  
1912

Visitors - - -

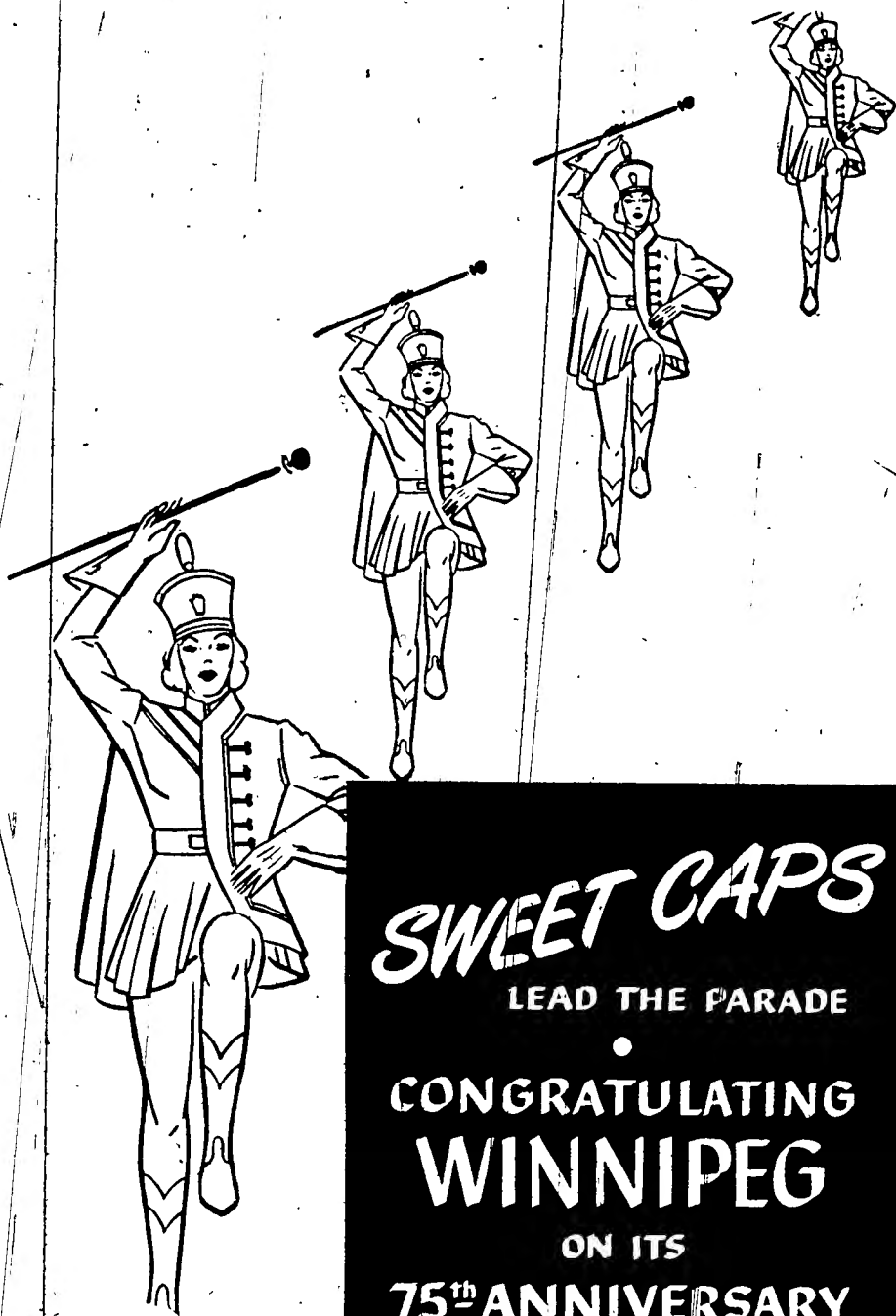
IMPERIAL OIL LTD.

and their Winnipeg Dealers  
extend a Hearty Welcome  
to join

WINNIPEG'S  
75TH ANNIVERSARY  
CELEBRATIONS



STOP AT THE SIGN OF A GOOD DEALER



***SWEET CAPS***

LEAD THE PARADE

•  
**CONGRATULATING  
WINNIPEG**

ON ITS  
**75<sup>th</sup> ANNIVERSARY**